



GRAPHIC PRODUCTS IN EVENT DESIGN

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ABSTRACT

Event organization is a way of communicating, organizing events of businesses, social organizations, or a combination of both. Event organization is always clear and specific about date, time, location, guests... All seems to be agreed upon in the first press conference and event planning. Since there are a great number of events that only happen one night and one time, all must be unified in a chain and no stage is allowed to slow down, all are linked together like a successive chain. It is absolutely feasible to organize all kind of events, from a cultural or commercial one to a political meeting. A team of event organization can be employed to organize any business meeting.

In order to come up with an extensive advertising strategy, the role of graphic design is very important, both to attract the attention of the public and to affirm that the brand of the products available on the market is fully guaranteed in term of quality. Therefore, in general, the elements and products of graphics are the bridge to meet the needs of customers, convey information from the programs, events and manufacturers to the customers.

KEYWORDS: graphic products, design, program, events.

1. INTRODUCTION:

Following the general trend of developing countries, event planning companies in Vietnam are facing increasingly fierce competition in the media advertising market. This has made event planning companies pay more attention to increase their importance and affirm their professionalism in the organization stage. Event organization is a communication channel that brings outstanding efficiency. It helps to promote the image and brand of new products of the company to customers and business partners through an event planning company. Event planning companies must be capable of doing everything, from the smallest to the largest ones such as planning, sending invitations, presenting colors suitable for clients, products, guests, seat positions, VIP seats.

Therefore, there must be a scientific arrangement and clear division of work. One of the factors that bring success to the opening of the event program is the formation of a continuous and tight graphic advertising system, from the design concept to the marketing advertising to introduce to customers. On the other hand, it is also a psychological factor when letting customers see the elaborate preparation from space decoration, display of the program's logo, posters, banners, backdrops, slogans or leaflets, leaflet folding, display items, employees' uniforms... All of these form a complete and united system, creating a sense of trust, firmly stating the core element of each event program.

2. GRAPHICS PRODUCTS IN EVENT DESIGN:

2.2.1. Logo of the event program:

Event design is a part of overall graphic design and it naturally involves many different areas such as: Typography, Imagery, Visualisation, Melody... With such different associations, event design has almost crept in and covered all kinds of professions in modern life. If a profession or a startup wants to promote or maintain its operation, it also needs event design to create its own mark and highlight. Event design is tied to current issues that are happening or have happened in the past, and then, recreates those moments through event organization. It can be said that it is a process involving research, idea generation, design and finally the connection between elements in words, images and now even sound.

Event organization is the process of researching the actual survey to plan, draw solutions for situations that may occur from many different sources such as images and messages, weather environment, location, target audience, etc. Meanwhile, event design aims to represent the main strategic goals in the content of the event organization, on different formats such as logos, posters, advertising publications, outdoor advertising system, communication...

Program logo is a signal and symbol with informational functions to express a certain object or concept in life. Logos generally express the content with conventional language, metaphor. It often refines, crystallizes, and compresses images and a small number of visual symbols in order to multiply the amount of information. Symbols and images in an event program logo are often multi-sense, which can cause direct or indirect associations with the content of the event program. Logo for the event program is a genre that requires high succinctness because the fundamental principle of a logo design is minimalism. The requirement of the logo in the event program design is the maximum refinement and only the most quintessentially featured images are considered as the visual elements to make a

strong impression on the viewers. The more compact the logo is in terms of form and meaning, the easier it is to distinguish and to use. Logos and branding have become one of the international languages for many years. An effective event program logo can cross any language borders, distances or barriers without a hitch. A successful logo needs to be multilingual and full of information conveyed to the target audience. Moreover, the program logo also needs to show the personality and characteristics of the event's content objectives.

When it comes to event logos, the logo must represent more than a simple symbol. This logo needs to portray the excellence, sustainability and values of the event planning company. An event logo should be able to express the company's characteristics even with the simplest details. Event logos must make a difference in a combination of similarities. It serves as a mean of communication between the organizer and the participants while also strengthening the event's reputation. The event logo is the foundation of the company. The remarkable growth of the internet has given logos new importance.

Event logo can be divided into two types: the first one is used in the field of production business, and the second one is used for agents, social and cultural organizations. And there are three ways to make a logo: use shapes without text; use both shapes and text, use only text. Logo is the symbol which tells the personality, characteristics and specific cultural significance of the program or in other words, the main goals of the on-going event. While there are many small events that take place in a short time, it is not necessary to use a separate logo. However, for those which last for a few years, even a dozen years or longer, a logo should be designed for such programs that have large-scale duration. During that duration, there could be many small events. As each event is content with different focal points, the logo is designed for a large series of programs. Each event will have different theme sentences.

In Vietnam, there are many big event programs that can last up to 10 years or longer, for example: Duyen dang Viet Nam (English name: Charming Vietnam Gala) is an art performance program organized by Thanh Nien Newspaper in order to raise funds for scholarships, help Vietnamese students with difficult circumstances rise up in life. Charming Vietnam Gala was first held in 1994, so far there have been more than 20 shows carried out in many cities such as Hanoi, Ho Chi Minh, Nha Trang, Australia, Singapore, and England. Another example is the 1000th Anniversary of Thang Long - Hanoi held from October 1 to October 10, 2010 in Vietnam with the focus on Hanoi capital, to celebrate the 1000th anniversary since the capital was founded. Thang Long is officially the capital of Vietnam. Many constructions were built and events were held within 1 year (from October 10, 2009 to October 9, 2010). The program logo is also designed to celebrate the 1000th Anniversary of Thang Long - Hanoi, along with many traditional cultural festivals.

The illustration (Figure 2.1) is the logo for a famous event: Hanoi Art Connecting by ASIA ART LINK (AAL). This is an association of artists in Asia, European and American countries, who work and create on the visual arts. It has the purpose of connecting arts, creating opportunities for promoting as well as acquiring knowledge and understanding of the local culture. The logo was designed by artist Chu Thi Kim Ngan - a lecturer at Hanoi University of Architecture. With a lot

of sketches on different materials, the artist wants to emphasize the emotions of arts through a sketch pen that represents number 4 in the 4th year of AAL's organization. The liberality in the overall layout has been tightly arranged, creating a harmonious and impressive language for the program's logo. The combination of bold and thin letters creates the attractiveness of the logo. The signal of number 4 is the highlight that the author wants to deploy on publications promoting the art events.



Figure 2.1: Logo for the 4th Hanoi Art Connecting Event – Designer Chu Thi Kim Ngan

There are many events that take place with different short and long durations; however, upon the completion of those, what helps customers remember about the events may just be a condensed signal in the event logo. It is the careful investment in the communication campaigns and forms of event organization that helps to expand networks quickly and effectively. The investment in the event's logo design has shown the professionalism, playing the initial role in shaping the overall design for the brand. It can be said that event logo is an important factor to strengthen and increase the brand as well as the reputation of the program. It helps to develop other areas of event design in a larger system of event organization.

2.2. 2 Systems of office publications and advertising publications:

a. Office publications, leaflets, flyers.

Letterhead is an indispensable item in the brand identity for events. It is also the first part that business owners design along with the logo and name card. The information shown on the letterhead includes Logo - and basic information of the event such as address, date, time and location. In terms of image of the event program, it should meet the standards of office publications which are documents related to customer transactions where the letterhead helps the image of the pro-

gram to be presented in a more professional way.

In addition to a separate office publication system used in event programs, there are also leaflets, flyers, and invitations to create a first impression on the viewers. We can see them anywhere such as public places, supermarkets, restaurants or even brought to our homes by delivery staff working in the event organization. Taking the advantages such as reasonable price, fastest access to the target customers, concise information content, leaflets and flyers used in event design are usually in the form of A4, A5, A6 paper or business card. It can be said that leaflets and flyers are widely used in all promotional campaigns, in many national events, and international cultural events. Those publications partly affirm the professionalism in the event organization process. Event design could make great contribution through efficient communication publications by building increasingly professional and reliable images for the corporate brand and cultural organizations. However, producing such media publications in a short period of time is also a matter of concern, as the nature of event organization is time pressure and frequent usage of this type of advertising. Another negative side of leaflet publications is that businesses cannot control the number of distributions leading to a waste of resources. Many leaflets are not delivered to the target audiences. Unintentionally, they become litters on the street. This has partly damaged the image of the organization.

No matter how good a product is, it will not be highly appreciated without a sense of convenience and a suitable design. An office publication is considered qualified when it meets some of the following basic conditions: easy to open, easy to find out the main content when reading, compact and convenient. Color in publications plays a key role in determining whether customers want to find out useful information the program brings to them or not. Customers often unconsciously associate colors with feelings; hence, products usually have their favorable colors.

In the National Target Program (Figure 2.2) – Designer Duong Van, publications used in the entire program have a dominant color of green towards the environment, and dark orange can be present abundant and powerful new energy sources. This is a publication that has been used in the National Target Program on economical and efficient use of energy. The set of publications has brought the main spirit of the program. The author has selected typical graphic languages on the use of color arrays with moving lines, clever and strong layout cuts that show the power of natural energy. The content is concise and easy to understand, briefly presented in all 4 pages. Brochures, flyers and file clips are designed in synchronous. With bright and fresh colors, the event's office publications speak out the typical spirit of the National Target Program on economical and efficient use of energy.



Figure 2.2 Advertising office publications for the National Target Program on economical and efficient use of energy - Designer Duong Van

The set of advertising publications is not only a commercial product, but it is also a product that shows the professionalism of a business, a cultural organization or a government agent. It contains the values and goals that the event program wants to send to the target audiences. It helps to upgrade the event program itself to become more professional and modern. It can be said that the relationship and interdependence between the conceptual content and the art form of the event programs in this period have become more complete and developed. These advertising publications not only orient the modern aesthetic design trends for people and society, but they are also consistent with the culture, needs and perceptions of the audiences.

b. Event posters, banners, stage backdrops

Poster in event design is a means of conveying information about products, businesses, and organizations associated with media campaigns, product promotions, sport events, social and cultural events... Posters particularly promote the image of businesses, products, events in crowded public places... Posters are printed or drawn on paper, wood or metal in different frames and sizes. They are usually stuck on walls or vertical surfaces. Other equivalent names are: advertising poster, informational poster, art poster. Therefore, the poster used in the event program is often considered a document that is not required to read, if read, it does not take time, quickly gives viewers the necessary information. The poster is often placed in a public place with a large space, and crowded people.

Banner is also known as a large billboard. In each event program, there is a strategy to extend the banner, which is often placed in the front position where most people pass by to attract attention and create imprints on the event program, products and services. Banner is also an introduction board placed around the organization area to widely promote to everyone. Banner always has a great attraction to people. It can be seen that big events are always massively advertised on banners placed at high positions in places where people have fast moving speeds such as traffic intersections, commercial center, electric pole, bus shelter area. Although it contains less information and images than flyers and posters, banner focuses more on the message. Therefore, banner is often very large in size and contains a lot of content and messages. The fonts used are usually very large. It does not have too many small images, but often focus on one or two main ones. Depending on the purpose, banner is used with many different material sizes such as horizontal or vertical rectangles and made of vinyl, canvas or fabric.

Backdrop is also known as the stage backdrop. It is indispensable in a press conference, meeting, event, seminar.... The product is placed in the front position to introduce program's content to people, company logo or program sponsors' logo. Backdrop is an indispensable product of the event program, showing the program scale and professionalism. For professional event planning companies, backdrop is the most commonly used print media product. While the set of leaflets, flyers, office publications, posters or banners is used for media purposes by the time the event takes place, backdrop is used to convey the message of the live event to the attendants. Even for small-scale events, backdrop is also an indispensable product. It not only ensures the necessary elements to beautify the space of event organization, but also plays a communication role to event attendants and the press. Backdrop is gradually becoming popular in media events, product launches, conferences, cultural events, national and international events. Depending on the nature of the event, backdrop is extremely diverse in design and materials used. Therefore, backdrop is always considered as the most effective product, conveying the fastest message to everyone.

The illustration (Figure 2.3) for the system of posters, banners, and stage backdrops is the famous visual arts event in 2019: Hanoi Art Connecting of ASIA ART LINK (AAL). This is an association of artists in Asia, and European and American countries, who work and create on the visual arts with the purpose of connecting art, create opportunities for promoting as well as acquiring knowledge and understanding the local culture. Trinh Tuan - Chairman of ASIA ART LINK once shared: "Hanoi Art Connecting is AAL's annual series of activities. Hanoi Art Connecting event is a big resounding event in 2019 at the University of Industrial Fine Arts with the participation of 120 Vietnamese and international artists. One of the reasons for Hanoi Art Connecting event to be recognized and leave a good impression in the hearts of artists and art-loving public is the attractiveness of the event's identity set by Designer Chu Ngan. The attractiveness is reflected in the youthful, liberal style with improvisation in the layout. The choice of font, the combination of the thickness (array) of the letter groups and the size of the numbers and strokes has created an interesting bold visual contrast. Hence, this design is always visually appealing whether it is used on small publications such as logos printed on shirts, letterheads, banners, program commemorations or large event backdrops. It can be said that this is the most satisfying design that AAL has ever had within 4 events that AAL has organized. Thank you Designer Chu Ngan" (Figure 2.3: Hanoi Art Connecting event design)



Figure 2.3: Hanoi Art Connecting Event – Designer Chu Thi Kim Ngan

Through the above-mentioned events, it is possible to realize the importance of the system of event posters, banners, and stage backdrops in event design. Through the products of graphics, people have the fastest and closest contact with the works of art by visual language. Their artistic stylization is close to modern life, capable of transmitting emotions, easy to understand and easy to feel. Therefore, graphic products along with other applied art products not only are aesthetics-oriented but also help the process of sketching and building the system of the event program generate new ideas and needs step by step. These match each of the criteria of the ongoing event, developing more and more professional steps of event programs according to the trend of modern society.

The publication system of the event program always plays a very important role. In the digital age, it is always important to observe and touch the product directly to evaluate it. As businesses always aim at the goal of satisfying customer experience and evaluation, events will be a great opportunity for them to get closer to target customers. From previous organized events, customers develop their trust and confidence in the businesses and their products.

CONCLUSION:

At present, the event design industry is strongly developing, having the advantage of attracting many human resources thanks to the speed of advertising on some other media such as: radio, television, animation on television or internet etc... This has helped event programs explode and spread stronger. The continuation of that transformation helps the products of applied graphics in the event program designs become more and more complete and modern. They stimulate the discovery, exploration and absorption of traditional and modern culture of the world.

Science and technology 4.0 and increasingly improved techniques have influenced the forms in the field of graphic design in general and event design in particular. As we can all feel, technology is and will make a huge impact on all industries and areas of life. This era of difference creates the speed of production development, breaking the previous traditional forms. They have indirectly facilitated the development of graphic design creativity and brought to the public new forms of cultural, artistic, and commercial events, while motivating designers to use their intellect and energy to bring about more changes, newness and creativity. Through graphic products, which are advertising publications, the goals of the event programs reach the audience faster, clearer and deeper.

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